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RELATIONSHIP BETWEEN MOTIVATION AND BEHAVIOR OF PITALAH DUCK FARMER
(Case Studyin Rokan Hulu Regency Riau State)

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ABSTRACT

The duck farmers in Rokan Hulu Regency has not been able to deal with the business dynamics with the main problems in feed and Day Old Duck (DOD). The aim of this research is to determine a relationship between motivation and behavior in the use of behavior on farmer members of Duck Farmers Community (KTT) in the Rokan HuluRegency. The study conducted on December 2017 up to January 2018. Sensus method was used in this research. Responden were chosen with sensus sampling supported with slovin equation. Primary and secondary data were collected. Descriptive quantitatif was used in data analysis, supported with Statistical Package for Social Science (SPSS) 16. The result showed correlation between motivation and behavior, knowledge, atitude and skills with r-square 0,979, 0,979, 0,556 and 0,962, respectively. Highly correlation showed in correlation of motivation and behavior towards empowerment duck farmer used. Factor affected correlation of motivation and behavior towards empowerment duck farmer used are age and experience. This study concluded that increasing motivation of responden will increased behavior of the empowerment duck farmer used. Suggested that increasing skills of farmers by government to increased bahavior of t empowerment duck farmer used.

Key word: motivation, behavior, empowerment, duck *pitalah*

INTRODUCTION

National development that is being implemented cannot be separated from social development, economic development and human resource development. These three aspects of development are interrelated in the development of a nation. As a function of national development, where there are three main tasks that must be carried out by a nation (nation-state), namely economic growth (economic growth), community care and human development. Besides the three aspects of development carried out, as a country known as an agrarian country, Indonesia also carries out development in agriculture. Development in agriculture is very strategic because it involves the dignity of a nation with regard to the effort to fulfill the basic needs of its very basic society, namely food sufficiency.

The Agricultural Sector has the duty to produce food that humans need to fulfill nutrients derived from animal protein. The livestock sub-sector has the duty to provide food from animals in the form of milk, eggs and meat. Livestock is one of the important aspects in agricultural development, especially during the economic and monetary crisis, so that the role of farmers and breeders is crucial for the success of development. The general problem of livestock development is in the structure of the livestock industry, in all domestic livestock commodities most (60-80%) remain in the form of people's businesses.

Development in the field of animal husbandry that is being carried out in Rokan Hulu Regency is specifically related to the empowerment of duck farmers. Empowerment of duck farmers is part of community empowerment because duck farmers are part of the community in the community that is incorporated in the farmer groups in the villages in Rokan Hulu Regency. The village that gets the duck farmer empowerment program is a village that has duck farmer groups. The farmer empowerment program comes from the central, provincial and Rokan Hulu District

governments. Farmers' performance in Rokan Hulu District still shows low indications. This is shown by the dynamics of the shift in public demand for duck production which has not been responded to because it is still oriented to duck farming as an egg producer. This is indicated by the ownership of adult female ducks by 90.34% (BPS, 2015). The existence of Pitalah duck as a resource is also threatened with extinction, as indicated also by the number of duck animals purchased and those sold at 82, 66% and 64.42%, duck sales by age are 56.46% in the form of young and adult ducks. The decline also occurred in the quality of seeds, namely 47, 37% and 52, 63% came from livestock in the city, out of town and Java.

The effort to empower duck farmers can also be seen with the existence of programs in farmer groups. The success of farmer groups is seen in programs that have existed in duck farmers since the Farmer Farmers Group was formed. The various programs implemented have not been able to improve the welfare of duck farmers. These various programs are efforts to empower farmers through empowerment programs for business groups in the field of food crop agriculture, livestock, fisheries including duck breeders conducted in Rokan Hulu Regency.

MATERIALS AND METHODS

The research objective is to evaluate the success of the level of duck farmer groups as a business unit in relation to social factors. Descriptive analysis is carried out to identify the level of success of the group as a business unit and factors of the dynamics of the farmer group from the aspects of motivation, interaction, cohesion, norms, counseling, coaching and group success as a business unit. Furthermore, an analysis was carried out between the success of duck breeder groups as business units and social factors.

The expected output is the group's success rate as a business unit (successful / unsuccessful) and its correlation with social factors.The research will be carried out in December 2017 untilJanuary 2018, the location chosen for the study was Rokan Hulu Regency. This location was chosen, because the Rokan Hulu regencyhas the second largest population of duck in RiauState, having great potential in developing duck pitalah, so marketing access is easier to do.Determination of respondents was carried out Sensus method (Nazir, 2005). The summit is classified into three partsnamely the summit group with many, medium and few members. Eacha group will be taken by a summit whose members are taken randomly. Amount members of the summit in the study were calculated using the Slovin formula(Umar, 2003). From the summit group with a large number of 39 members,25 members and a few 17 members.

The total number of respondents is81 members.The research method used is sensus method, namely researchby taking samples from one population and using questionnaires assuitable data collection tool. The data obtained are primary data andsecondary. Primary data is obtained from observations or interviews with duck farmers with questionnaire guidelines in the form of questionnaires,and secondary data using documentary studies.Primary and secondary data that has been grouped, then analyzedQuantitatively descriptive analysis is carried out on the dataobtained from questions submitted to respondents and processed inform the numbers (scores) and the discussion through calculations withusingthe statisticalStatistical Package for Social Science (SPSS) 16 testOther: Normal data tests using Kolmogorof-Smirnov and correlation testsusing Spearman correlation.

RESULTS AND DISCUSSION

Relationship of Motivation (X) with Behavior (Y) in EmpowermentBased on the results of data normality tests using Kolmogorov-Smirnovshows that the data obtained is normally distributed so that it can laterCorrelation tested using the Spearman level. In the correlation statistical testSpearman's level is obtained by the value of motivational probability with a behavior equal to 0,000 or probability value <0.01 (P 1 0.01) which means that there is a relationship very real between motivation (X) and behavior (Y). Correlation valueobtained at 0.979 which means there is a very

strong positive relationshipor very high between motivation and respondent's behavior in application artificial insemination technology. A positive sign indicates an increase very high motivation by farmers followed by an increase in behavior very high too. This was explained by Abdurrahman and Muhhidin (2007) that the magnitude of the motivation value ≥ 0.90 - 00 1.00 shows a very close relationship or very high.

This very close or very high relationship is caused by motivationrespondents in empowerment, so they will spurincreasing respondent's behavior to dig deeper information aboutproductivity for ducks. Another factor that causes it the very close relationship between motivation and behavior in empowerment is the overall age of respondents including ageproductive (100%), which causes respondents to be able to take steps best for the advancement of duck business, especially in application production. In productive age, respondents still have strong physical strength to work and think, so that it is dynamic in accepting things new. This is consistent with the opinion of Levis (1996) which explains that age someone affects the physical condition of working and thinking. In productive age respondents will be easily motivated, so they can take a stand fromthe knowledge they get, and apply these skills in the field. Respondents in the productive age are able to make decisions with good in the management of ducks, like what should be done so that empowerment can work with good, including the selection of seeds, feed, housing, health management, reproductive management, post-production and business management, soThe respondent can manage the production well. other than thatBreeding experiences can also be the reason for very close relationshipsbetween motivation and behavior

Relationship of Motivation (X) with Knowledge (Y1) in Empowerment Based on the results of data normality tests using Kolmogorov-Smirnov shows that the data obtained is normally distributed so that it can later Correlation tested using the Spearman level. Based on the resultsSpearman level correlation calculations obtained motivation probability values with knowledge of 0,000 or a probability value of <0.01 (P 1 0.01) means that there is a very real relationship between motivation (X) andknowledge (Y). The correlation value obtained is 0.979 which means there is a very close positive relationship between motivation with respondents' knowledge in empowerment implementation. this is in accordance with the opinion of Abdurrahman and Muhhidin (2007) which states that the magnitude of the motivation value ≥ 0.90 - 00 1.00 shows a very close relationship or very high. The degree of closeness can be interpreted as that increased motivation of respondents will be accompanied by increased knowledge also. With high knowledge, the farmer will easily adopt new innovation. This is consistent with the opinion of Mardikanto (1993) who stated the higher the level of knowledge, the easier it is to adopt towards new innovations, lack of knowledge among farmers causes low levels of productivity and limits to new innovations. Age and breeding experience are factors that determine how much knowledge that can be absorbed by respondents.

Relationship Motivation (X) with Attitude (Y2) in Empowerment Based on the results of the Spearman level correlation calculations obtained values motivational probability with an attitude of 0,000 or a probability value <0.01 (P1 0.01) which means there is a very real relationship between motivation (X) with attitude (Y). The correlation value obtained is 0.556, which means there is a positive relationship that is close enough or between motivation with the attitude of respondents in the application of artificial insemination technology. This is appropriate with the opinion of Abdurrahman and Muhhidin (2007) stating that the magnitude of the motivation value 40 0.40 - ≤ 0.70 shows a fairly close relationship or medium. The degree of closeness can be interpreted as that with an increase Respondents' motivation for the use of empowerment technology will be sufficient closely improve the attitude of the respondent himself. Someone's attitude determined by the interests perceived by the respondent, if the respondent feelsthat artificial insemination can increase the productivity of his business, then indirectly will change the attitude of raising it better. This matterin accordance with the opinion of Danim (2004) which states that someone's attitudevery much determined by perceived interests. The more he isfeeling of having an interest, the attitude is getting better.

Relationship Motivation (X) with Skills (Y3) in Empowerment Based on the results of the Spearman level correlation calculations obtained valuesmotivational probability with an attitude of 0,000 or a probability value <0.01 (P1 0.01) which means there is a very real relationship between

motivation (X) with skill (Y). The correlation value obtained is 0.962meaning that there is a positive relationship that is very close or very high betweenmotivation with the skills of respondents in the application of empowerment. This is in accordance with the opinion of Abdurrahman and Muhhidin (2007) states that the magnitude of the motivation value ≥ 0.90 - 00 1.00 shows the relationship very close or very high. This level of closeness can be interpreted, thatwith the increase or development of the motivation of respondents, indirectlywill be accompanied by an increase in skills too. This is in accordance with the opinion Mardikanto (1993) which states that skills are techniquesdo something that can be learned and developed. Experienceraising is the main determinant factor in skills, because withthe longer the experience of raising respondents in the use of technology, they will be more selective in determining the goals that must be done.

Table 1. The Duck Feed Ingredients

Class of Duck Egg Production (egg/day)	Number of Respondents (n)	Percentage (%)
< 50	2	1.62
50-190	54	42.28
200-240	22	17.89
250-290	14	11.38
> 300	29	23.57

Table 2. The Number of Respondents by the Class of Duck Egg Production

Variable	Function Coefficient n = 123
Constants	0.9210
The number of ducks	0.5933**
Labor	0.1131
Rice barn	0.0538
Dry rice	0.0802
Small shell	0.0522
Trash fish	-0.0012
Forage	0.1954**
Experience	0.04
Lands (D1)	-0.06
Technology (D2)	0.3095**

**Significant (P<0.01)

CONCLUSION

1. Relationship very strong or positive between motivation and behavior in technology utilization. This can interpreted, with the increasing motivation of respondents in empowerment indirectly will be very close increase its behavior.
2. Relationship very close positive between motivation and with knowledge in empowerment. This can interpreted, with increasing motivation of respondents in utilizationempowerment, indirectly will be very close

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